

29 March 1975

MEMORANDUM FOR THE RECORD

1. [ ] head of ORD/DDS&T and two of his people, [ ] Chief of the Life Science Research Div/ORD, and [ ], briefed me in my capacity as Agency representative to the USC/FAR apparatus. They described a program of cross-cultural research which [ ] is conducting which has the goal of improving the understanding, interpretation and handling of situations wherein Agency personnel or customers must interact with individuals or groups of other cultural, to improve understanding and interpretation of foreign individuals, groups or countries. [ ] is a former [ ] with 25 years of living abroad who talks with a remarkable lack of professional jargon.)

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2. ORD has been in contact with several specialists in cross-cultural psychology at various academic institutions. While interested, none of the academics are willing to deal directly with this Agency. Hence, ORD has talked with the Department of State Foreign Service Institute about the feasibility of a joint project in which FSI would provide the legitimacy, ORD would provide the money, and other agencies might participate on a nominal basis. FSI would want this to be on a partial training basis, and it would involve [ ] being at least part time on the faculty of the FSI.

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3. The project as described would seem to have more utility for the DDO than the DDI, but the ORD people were frank to say that they did not know what might come out of this. They did seem to be appreciative of the need to tailor any "profile" of cultural matters to specific transactions or situations. ORD has [ ] for FY 75, nearly [ ] for FY 76, and hopes for approximately [ ] in FY 77.

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4. I told the three that the idea sounded worth pursuing, that this was unique in my short experience as USC/FAR representative, that I would check into any aspects that might bear on it, and that I would touch base with the DDI since USC/FAR matters funnel through his office.

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5. After checking the USC/FAR charter material, which specifically endorses joint funding of research, I determined that nothing need be done except to call Hirsch and:

- a. express appreciation for being informed.
- b. remind that this would go in FY 76 FAR plan and inventory.
- c. ask to be kept generally informed.

I called [ ] on 28 March and told him this. There seemed no need to talk to DDI about this.

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6. This memo adopts the classification of the project documents (attached).

[ ]

CIA Representative, USC/FAR

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Attachments

*To think cross-culturally  
is easy to defend,  
difficult to define and  
even harder to do.*

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CROSS-CULTURAL RESEARCH

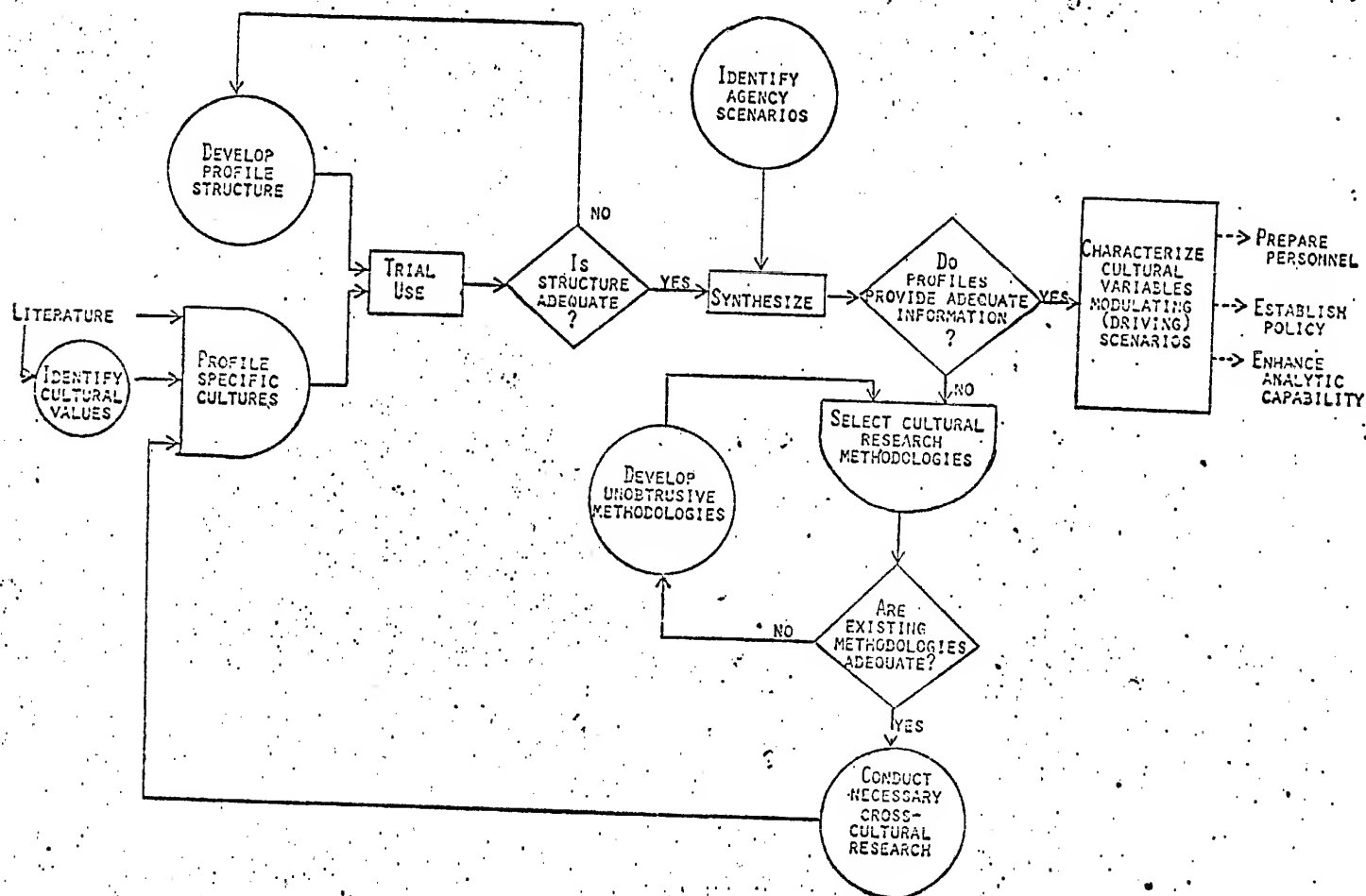
OVERALL GOAL

Improve understanding, interpretation and handling of situations wherein Agency personnel or customers must interact with individuals or groups from other cultures; improve understanding and interpretation of acts of foreign individuals and groups or countries.

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BEHAVIORAL RESEARCH -- FY 75 THIRD QUARTER ACTIONS

INDIRECT ASSESSMENT (continued)

Cultural Profiling

GOAL: Establish representative prototype "cultural profiles" which will become the fundamental basis for all future cross-cultural research.

APPROACH: Establish format for organizing existing data into "cultural profiles"; generate profiles on target cultures; assess adequacy of data base.

New Contract

Jan

OSI,OTS

TBD

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Cultural Assessment Methodologies

GOAL: Identify methodologies for use in Agency cross-cultural research.

APPROACH: Determine suitability of existing cultural assessment techniques for Agency research; if necessary, identify potential new, less obtrusive methodologies.

New Contract

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Cultural Values

GOAL: Identify important attitudinal and value-related factors influencing inter-cultural activities.

APPROACH: Identify cultural universals; determine which are important to Agency inter-cultural activities; assess relative importance of these in target cultures.

New Contract

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